

### **Influence - The Psychology of Persuasion by Robert B. Cialdini**

- 💡 I understand how consistency, reciprocation, social proof, authority, liking and scarcity can be applied to get to desired outcomes
- 💡 I watch out for fixed-action patterns or sequences of behavior to see which are helpful vs. unhelpful
- 💡 I provide compelling reasons when I make requests of others
- 💡 I understand that people look for shortcuts, so I make it easy for them to change for the better
- 💡 Reciprocity can be a powerful way to increase influence
- 💡 There is an obligation to give, to receive and to repay
- 💡 The state of obligation can be uncomfortable - which can lead to action
- 💡 We tend to make concessions to those who have made concessions to us first
- 💡 I find ways to use reciprocity responsibly in order to increase influence and gain trust
- 💡 Once we have made a choice or taken a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment
- 💡 Consistency is valued and adaptive; and offers us a way to evade the rigors of continuing thought
- 💡 We all fool ourselves from time to time in order to keep our thoughts and beliefs consistent with what we have already done or decided
- 💡 I can leverage small commitments to positively impact a person's self-image
- 💡 Our behavior is a primary source of information about our beliefs, values and attitudes
- 💡 I leverage written declarations to strengthen commitments
- 💡 I make my commitments active, public and effortful to ensure that they are lasting
- 💡 I will not let what other people think determine what I believe is correct
- 💡 I never attempt to prove anything to anyone because 95% of people are imitators vs. initiators
- 💡 I am watchful for pluralistic ignorance - in which each person decides that since nobody is concerned, nothing is wrong
- 💡 A halo effect occurs when one positive characteristic of a person dominates the way that person is viewed by others
- 💡 We like people who are similar to us
- 💡 The knowledge that someone likes us can be effective for producing return liking and willing compliance
- 💡 We are phenomenal suckers for flattery
- 💡 Exposure can lead to influence
- 💡 Cooperative learning can help decrease hostility promoted by competition
- 💡 I always look for common goals to foster cooperation and likeability
- 💡 We purposely manipulate the visibility of our connections with winners and losers in order to make ourselves look good
- 💡 It is always a good idea to keep separate our feelings about the requester and the request
- 💡 We are extremely willing to go to almost any lengths on the command of an authority
- 💡 Information from a recognized and authorized authority can provide a valuable shortcut for deciding how to act in a situation
- 💡 We are often as vulnerable to the symbols of authority as to the substance
- 💡 Two questions: Is this authority truly an expert? How truthful can I expect the expert to be here?
- 💡 Opportunities seem more valuable when their availability is limited, and others are in competition for them
- 💡 I recognize that potential loss plays a large role in decision making
- 💡 People seem to be more motivated by the thought of losing something than by the thought of gaining something of equal value
- 💡 I always remain calm and maintain rational perspective